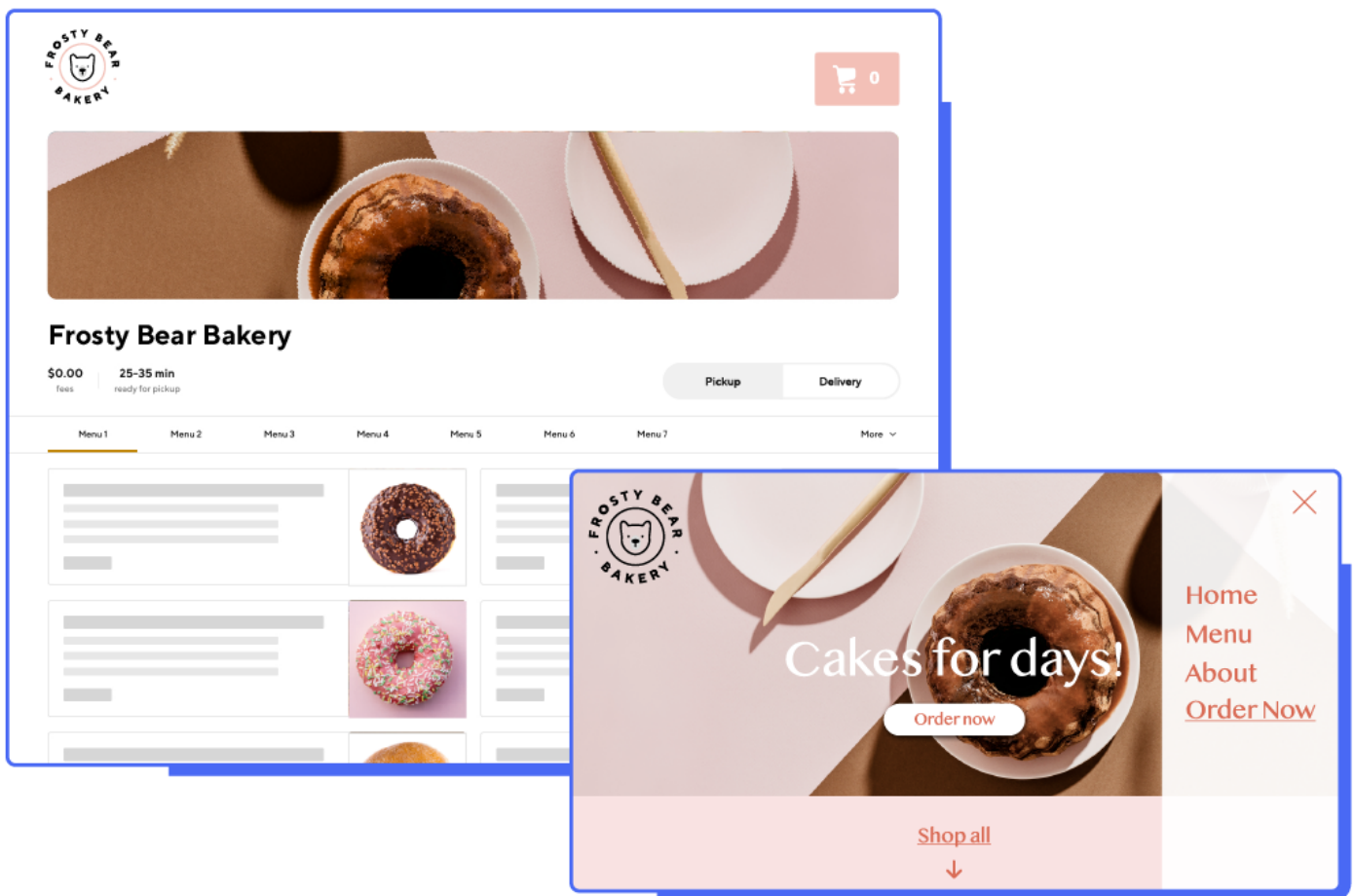




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## How to Successfully Market Your Storefront to Customers



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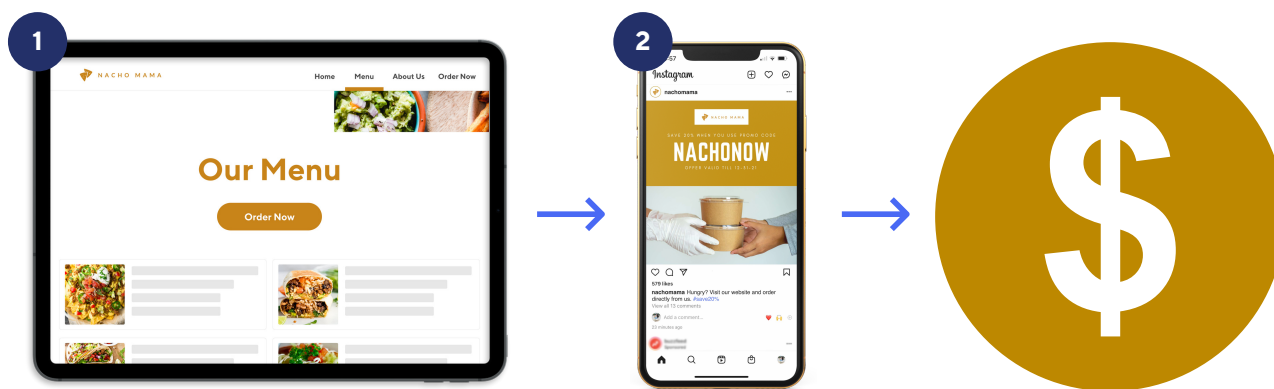
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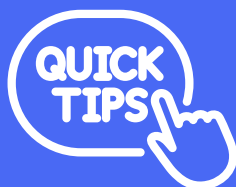
## Welcome to Storefront!

On average, restaurants see a 26% increase in sales on DoorDash after adding Storefront. Now that you've created your Storefront link, it's time to make sure your customers use it. This guide will walk you through the process from start to finish.



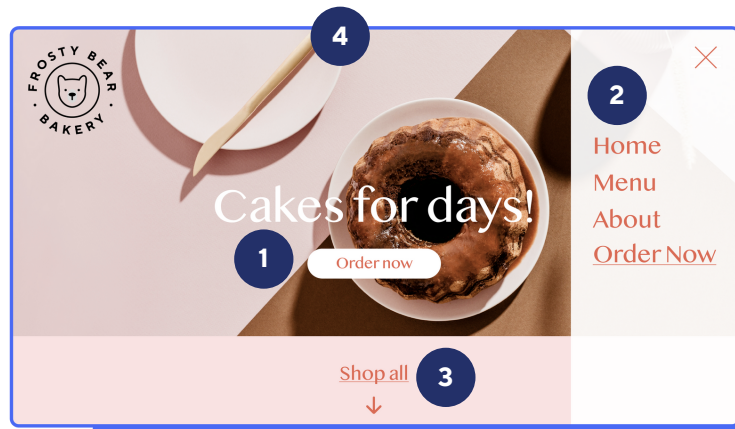
### Here are key tips to grow your Storefront:

- 1 Optimize your website & menu**  
First, let's make sure your website is easily driving customers to order from your Storefront whether they are on their phone or desktop, and that the menu is working as hard as you are.
- 2 Drive customers to your Storefront**  
Next, we'll use social media, email, third-party sites and marketing promotions to spread the word to customers and get them placing commission-free orders from your Storefront.



Your customers are often using their mobile phones to browse the web. As you read this guide, think about delivering a great experience on all devices, including desktop computers, tablets, and mobile phones.

## How to Optimize Your Website for Storefront



- 1 Choose the location of your Storefront link carefully.**

Whether you're using an "Order Online" button or text link, make your Storefront link visible to customers as soon as they get to your website using their mobile phone or desktop. We recommend putting it "above the fold" on the navigation bar, next to other options like menu, reservations, locations, etc. You want your Storefront to be easy to spot.
- 2 Use clear and actionable words.**

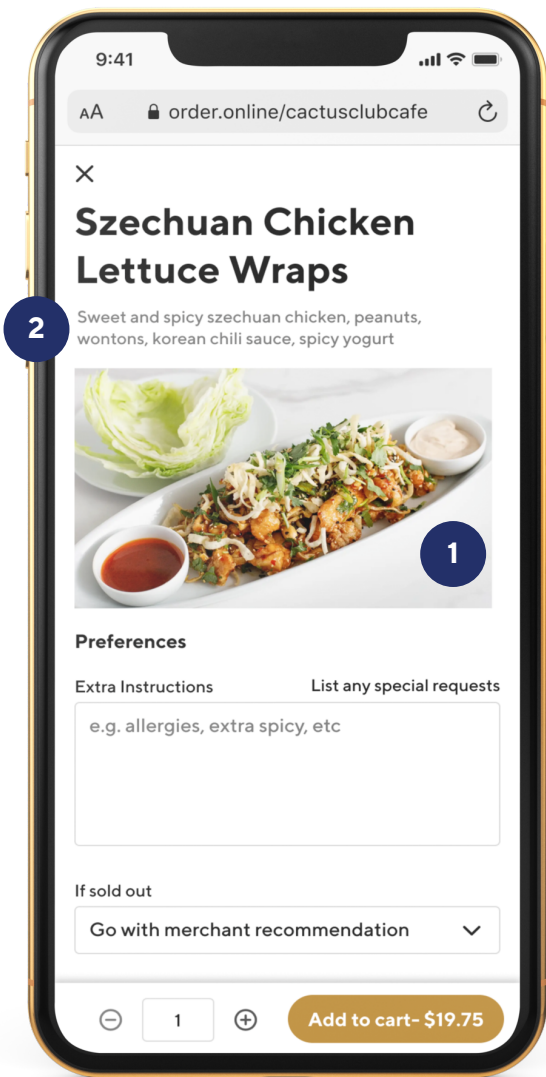
If you're using a text link instead of a button, it's important to use clear, direct language. We recommend Order Now, Order Online or Order Takeout/Delivery.
- 3 Add pop-up or smart button content.**

Draw attention to your Storefront with a pop-up message when people land on your homepage. By adding the [🔗 smart button](#) to your website when you install your Storefront online ordering system, you're adding a clear call to action that helps increase visibility to your new online ordering channel.
- 4 Remove other ordering links.**

Having ordering links from multiple third-party partners can be overwhelming for customers. If you want to encourage your customers to place commission-free orders, consider removing other third-party links.



## How to Optimize Your Menu for Storefront



### 1 Add photos for all menu items.

When it comes to online ordering, customers can't see or smell your delicious food in person, so photos are especially important. Our research indicates that the more photos you have on your menu, the more likely a customer is to order. You can directly upload your own photos using the Menu Editor in the Merchant Portal. Read the detailed instructions [here](#).

### 2 Ensure that your food menu items have descriptions.

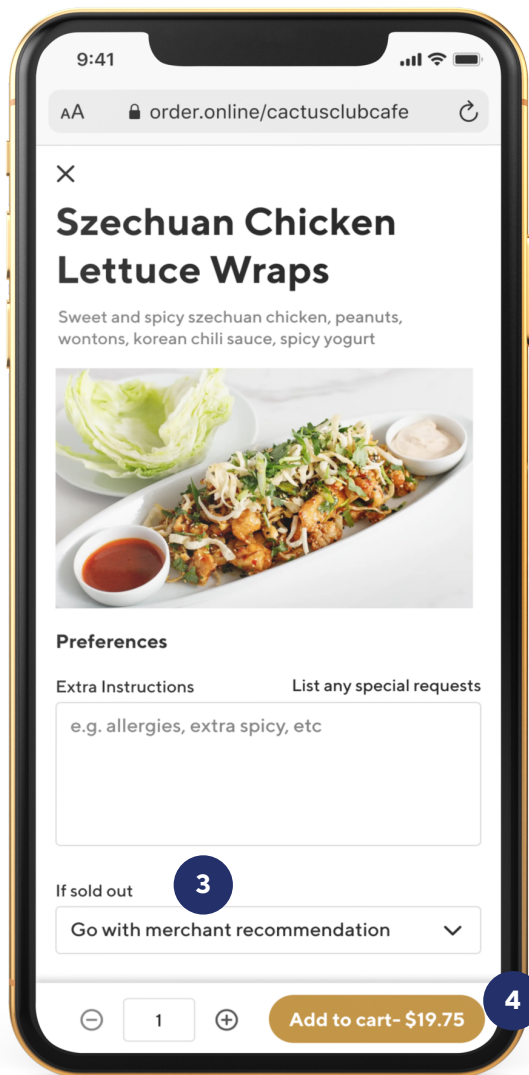
Customers like to place an order within minutes. To make their experience faster and better, add clear descriptions next to your food items. This will help customers understand exactly what an item is made of. Also, make sure all sides/accompaniments are listed clearly. For example, if you upload a photo of a burger with fries on the side, make sure you mention whether the fries are included with the order or not.



Need help with taking photos? We are happy to pay for a professional photographer to come to your restaurant and photograph some of your most popular dishes. Read more [here](#).



## How to Optimize Your Menu for Storefront



### 3 Ensure that your menu item availability is up-to-date.

Your online ordering and dine-in experiences should be as similar for your customer as possible, so make sure your Storefront menu reflects your in-store availability (and vice versa). Detailed instructions on how to edit your DoorDash menu using the instructions [here](#).

### 4 Ensure that your menu pricing is up-to-date.

You'll want to offer your menu items for the same prices online as you do in-store so that pickup and delivery customers don't feel misled. Read how you can set different prices on your Delivery and Pickup menus [here](#).

## How to Drive Customers to Storefront



### 1 Use your in-store presence.

Your restaurant is valuable real estate. Use in-store marketing like signs, business cards, or a line or two on your menu or receipts to let customers know about direct online ordering through Storefront.

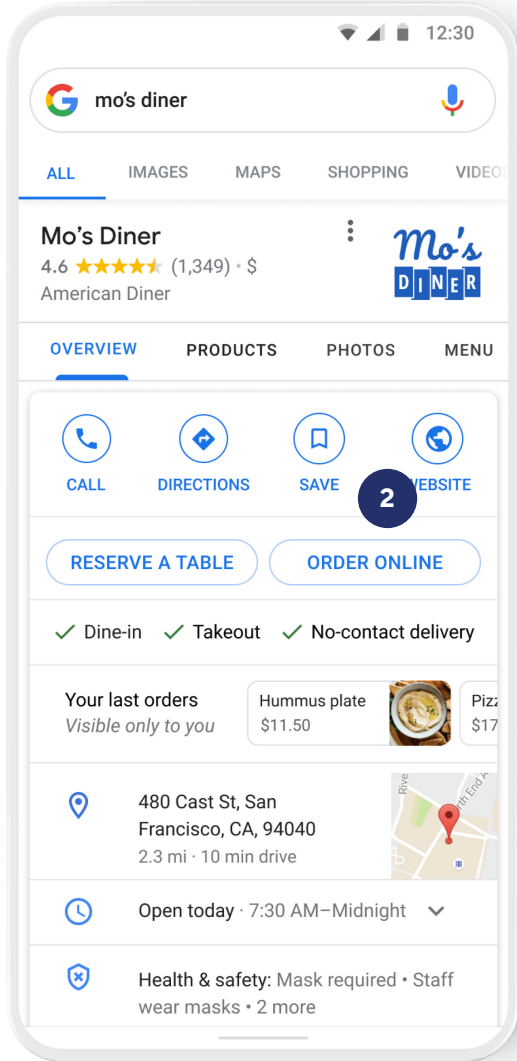


These are examples from "Eat Lefty's", a restaurant that uses Storefront for online ordering.





## How to Drive Customers to Storefront

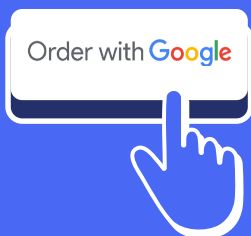


2

### Add Storefront to your Google Business profile and Yelp page.

Customers will often use Google or Yelp to find your business. You can make online ordering a breeze for these customers by adding your Storefront link to your Google Business profile and Yelp page.

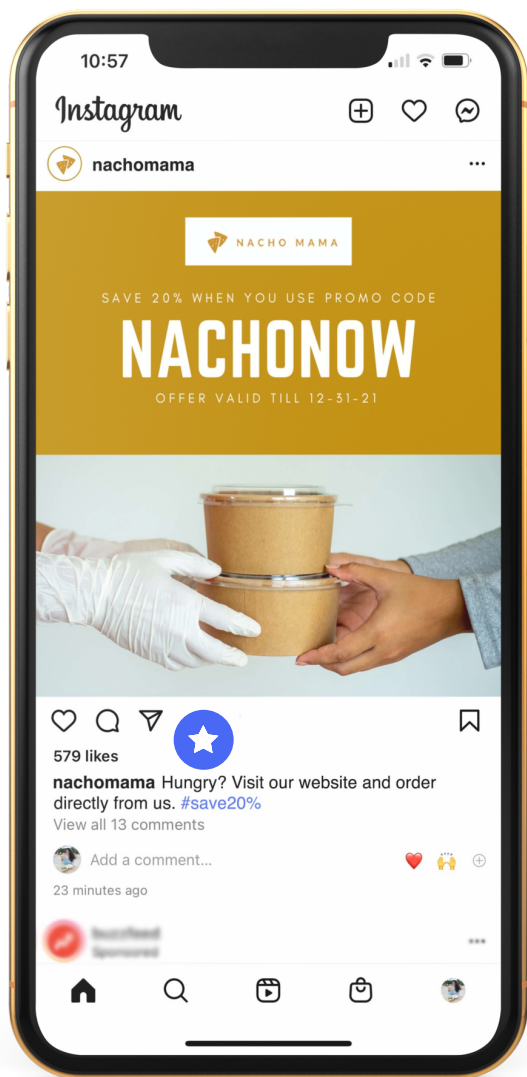
Once you have added your Storefront to your Google Business profile, you can take advantage of Storefront's [free](#) integration with Order with Google. Customers already searching for food on Google can find, order, and reorder food from your Google Business Profile in just a few taps.



Added Bonus: When you add Storefront to Google Business, it will ensure your ordering link is visible in Google search results and on Google Maps. Head to the Appendix for detailed directions on how to add your Storefront link to Google Business and Yelp.



## How to Drive Customers to Storefront



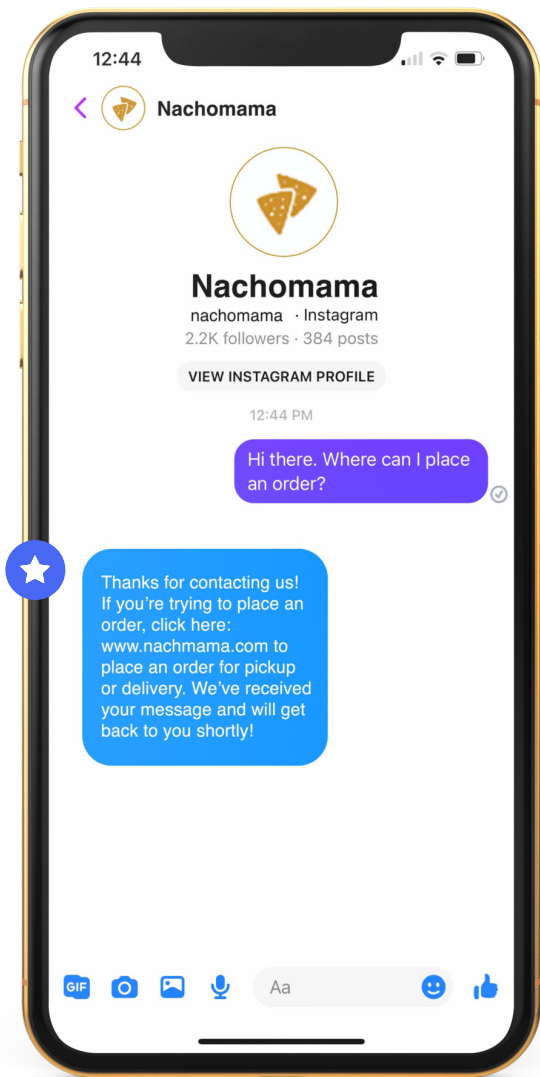
- 3 Post your Storefront link on social media.  
You can add the Storefront URL to your profile on all major social media platforms — see the Appendix for detailed instructions. If you have more than 10,000 followers on Instagram or have an Instagram for Business account, you can even add an “Order Food” button to your profile and stories.

No matter how many followers you have, use your posts as a way to remind customers about their online ordering options. On Facebook and Twitter, you can add clickable links directly to your posts, and on Instagram, you can reference the link in your profile. We recommend posting several times per week to stay top of mind with your followers.

- ★ Here is a sample caption that you can use:  
'Hungry? Visit our website and order directly from us'



## How to Drive Customers to Storefront



4

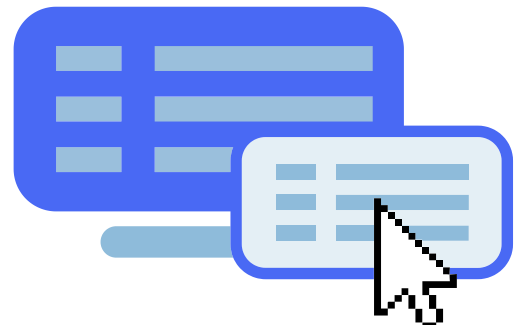
Use “auto-reply” to reply to social media messages from customers.

An easy way to drive awareness and sales for online ordering is to set up an automatic message that directs potential customers to your Storefront when they message your business on social media through Facebook or WhatsApp.



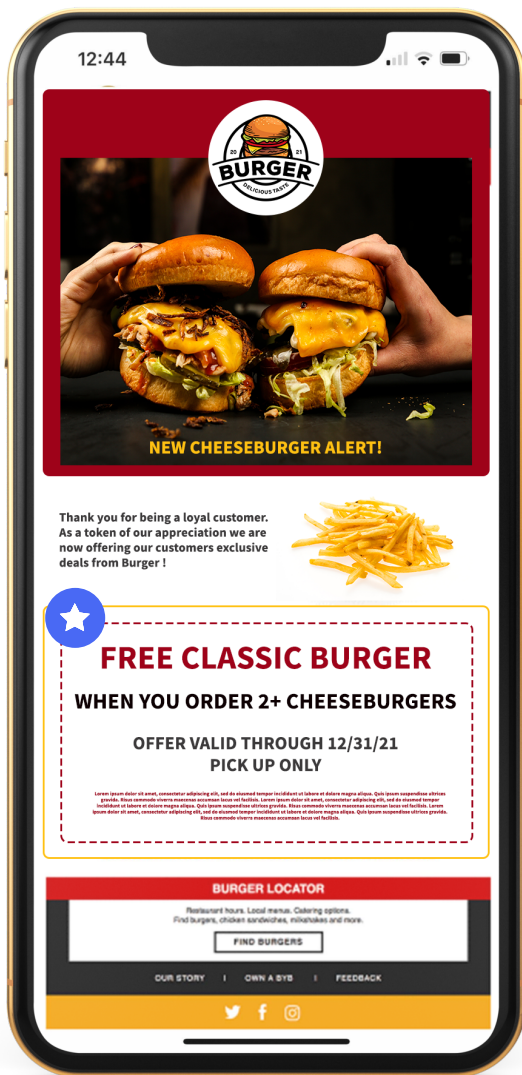
We recommend saying something like: “Thanks for contacting us! If you’re trying to place an order, click here: [your Storefront URL] to place an order for pickup or delivery. We’ve received your message and will get back to you shortly.”

Head to the Appendix for detailed directions on how to set this up.





## How to Drive Customers to Storefront



- 5 **Send engaging emails to customers.**  
Email marketing is fast, effective, and relatively inexpensive. If you collect customer email addresses, let your subscribers know about your Storefront by linking to it directly in your email communications. For maximum visibility, we recommend including a section about online ordering in all of your email campaigns. You can also include images of your best selling items to get customers more excited.

- ★ Not sure what to email about?

- » NEW MENU ITEMS
- » SPECIALS
- » NEW HOURS
- » COMMUNITY EVENTS



Send emails when your customers are most likely to think about picking up food from you – that might be at 11am for a lunch rush or 4:30pm for dinner. Fridays are paydays, so they tend to be great times to launch campaigns.

## How to Drive Customers to Storefront

Here's an example of a simple call-to-order email:



Want an easy way to order from [Your Restaurant's Name]? Order online directly from our site using the "Order Online" button at the top of the page. You can also bookmark this link [Storefront link].

Want a longer email? Feel free to use this as a reference.



Hi [Customer Name],  
Thank you so much for ordering takeout or delivery from our restaurant this past year. Your support made it possible for us to stay in business!  
We've added online ordering directly to our website, so now it's even easier to place your pickup or delivery order.

Here's how:

1. Visit our online ordering link here: [Storefront link] or click the "Order Online" button on our website
2. Pick your favorite foods
3. Check out!

We're excited to offer you this convenient and flexible option for ordering and cannot wait to see you in our restaurant soon.

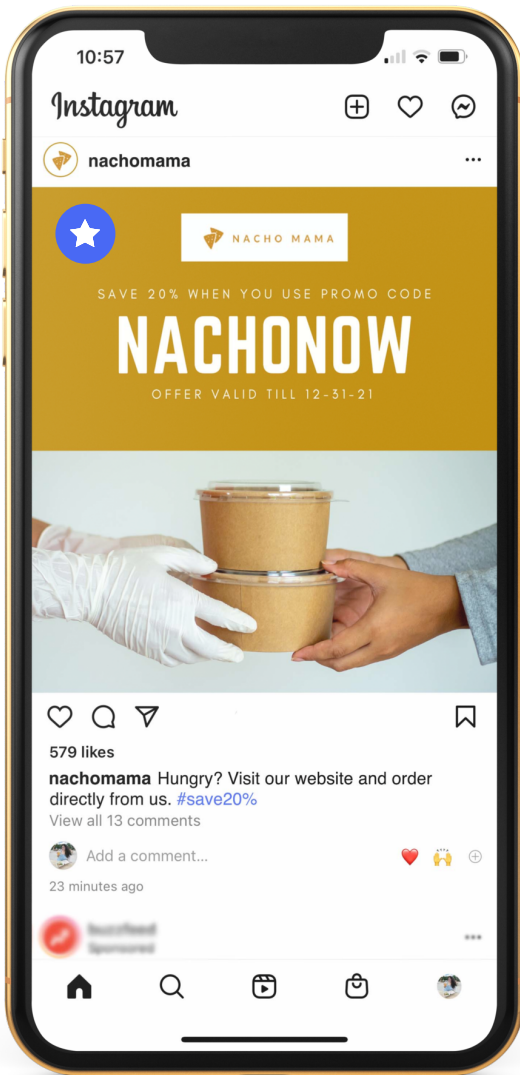
Cheers,  
[Business Name]



You can always request the emails of your Storefront customers by requesting support from our [help center](#).



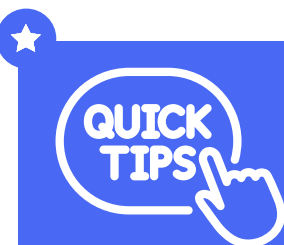
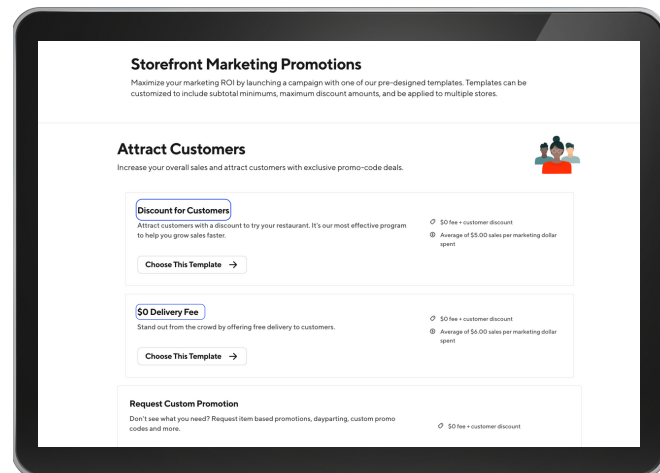
## How to Drive Customers to Storefront



- 6 Encourage more orders and higher order size with our promotions tool.

Storefront promotions can help increase your Storefront orders among new and existing customers. You can easily set them up in the Grow Your Sales tab in the Merchant Portal.

A dim sum restaurant in New York was able to increase [their average order size by 113%](#) after running a promotion. You can read more about them [here](#).

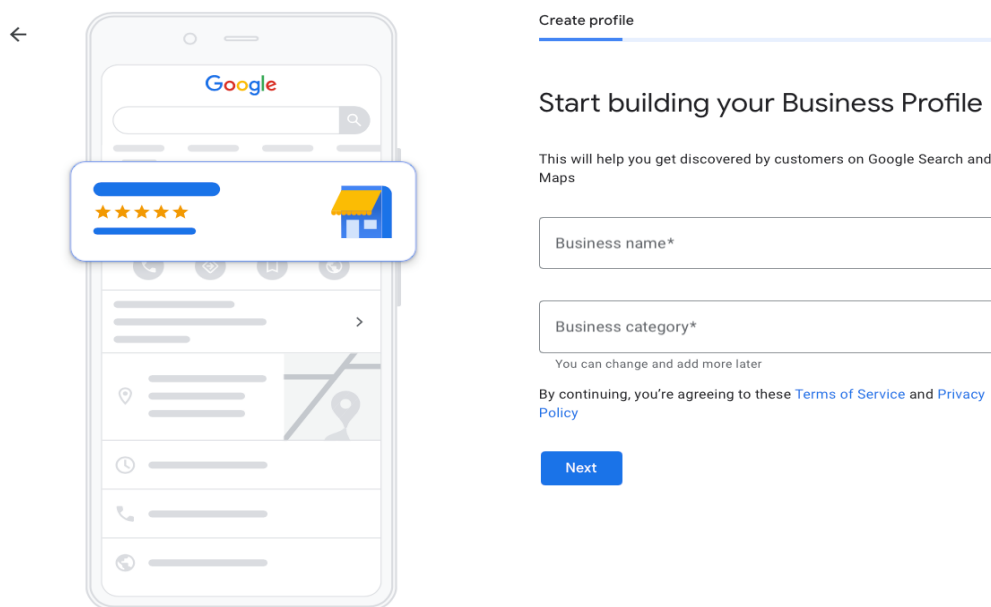


You can also use Storefront Marketing templates to market and drive awareness of your promotions! Head to the Appendix for detailed instructions.

## Appendix

### *Adding your Storefront link to third-party platforms & social media*

#### GOOGLE BUSINESS



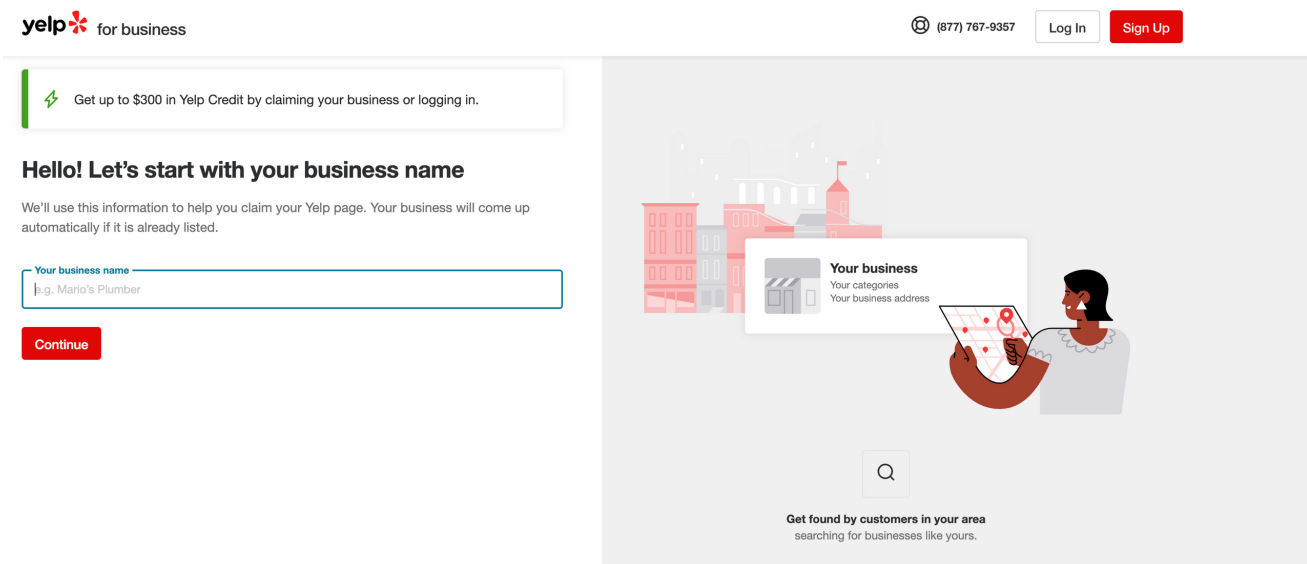
1. Sign into [Google My Business](#) and select the location you want to manage
2. Click into the Info section, which lets you edit several different fields. Depending on your business category, you may have the option to add more links.
3. Select the type of link you want.
4. Enter the links in the appropriate fields. Because it's an action-oriented link, you can make Storefront your preferred order link so it displays at the top
5. Click Apply


Make sure to add your Storefront link to the menu and order sections so you don't miss a customer order. Get more info on editing your Google menu [here](#) or use Google's official instructions [here](#).

## Appendix

### *Adding your Storefront link to third-party platforms & social media*

#### YELP



yelp  for business (877) 767-9357 Log In Sign Up

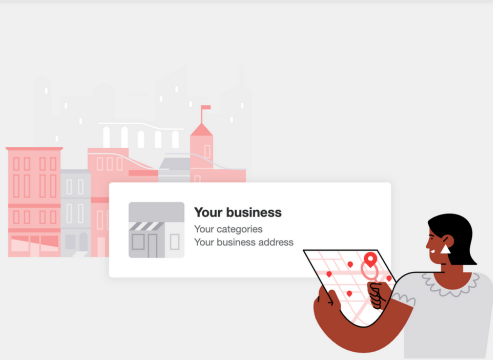
⚡ Get up to \$300 in Yelp Credit by claiming your business or logging in.

### Hello! Let's start with your business name

We'll use this information to help you claim your Yelp page. Your business will come up automatically if it is already listed.

Your business name  
e.g. Mario's Plumber

Continue

  
Your business  
Your categories  
Your business address

Get found by customers in your area  
searching for businesses like yours.

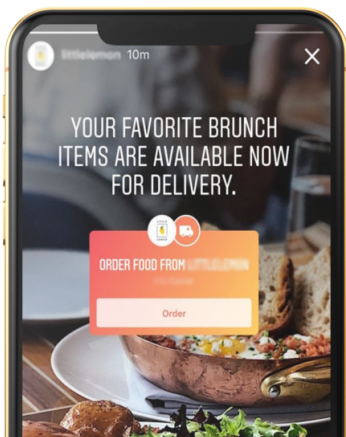
1. Sign into [Yelp](#)
2. Go to the Business Information section
3. Click Edit next to the section you'd like to update and enter your Storefront link
4. Click Save Changes
5. Get detailed instructions from Yelp [here](#).



## Appendix

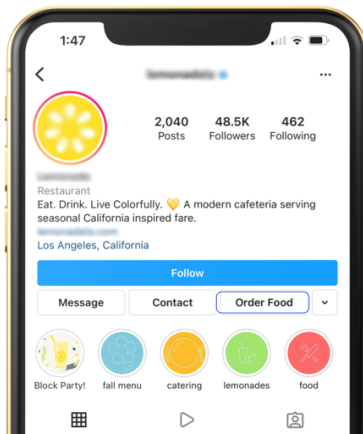
### *Adding your Storefront link to third-party platforms & social media*

#### INSTAGRAM BUSINESS OR INSTAGRAM WITH 10K+ FOLLOWERS



#### Set up an Order Food button on your profile:

1. Sign into Instagram
2. Tap Edit Profile
3. Under Public Business Information, tap Action Button
4. Select DoorDash, paste your Storefront link, and tap Done



#### Add an Order Food sticker on your Stories

1. Sign into Instagram
2. Draft a Story
3. Select the sticker icon on the top of the screen
4. Select the FOOD ORDERS sticker
5. Select DoorDash and paste your Storefront link
6. Hit Done

You can also add a “swipe up to order” link in your Instagram stories with the Storefront link by using the icon that looks like a chain link. For more information on food orders on Instagram, visit the [Instagram Help Center](#).



## Appendix

### *Adding your Storefront link to third-party platforms & social media*

#### INSTAGRAM

Use your bio to highlight your Storefront link

1. Sign into Instagram
2. Tap Edit Profile
3. In the website field, paste your ordering link
4. When posting about online ordering, remember to reference your “link in bio”

#### FACEBOOK

Add Storefront to your Facebook page

1. Sign into Facebook
2. From your News Feed, click Pages in the left menu
3. Go to your Page and click Edit Page Info on the left side
4. Click the section you want to edit
5. Paste your Storefront link into the website field
6. Click Save

#### TWITTER

Add Storefront to your Twitter profile

1. Sign into Twitter
2. Click Edit Profile
3. Paste your Storefront link to the link field (the icon looks like a small chain)
4. Click Save

## Appendix

### *Setting up a Storefront auto-reply on Facebook and WhatsApp*

#### FACEBOOK

##### Use your bio to highlight your Storefront link

1. Sign into Creator Studio and go to the Facebook section
2. Select Inbox
3. Select Automatic Responses
4. Toggle the Instant Reply type on
5. After selecting an option, click the blue Edit Message button to customize the automated response with:
  - Timing (when the message is sent after being triggered)
  - Personalization (dynamically include the person's name)
  - Images, videos and buttons.

#### WHATSAPP

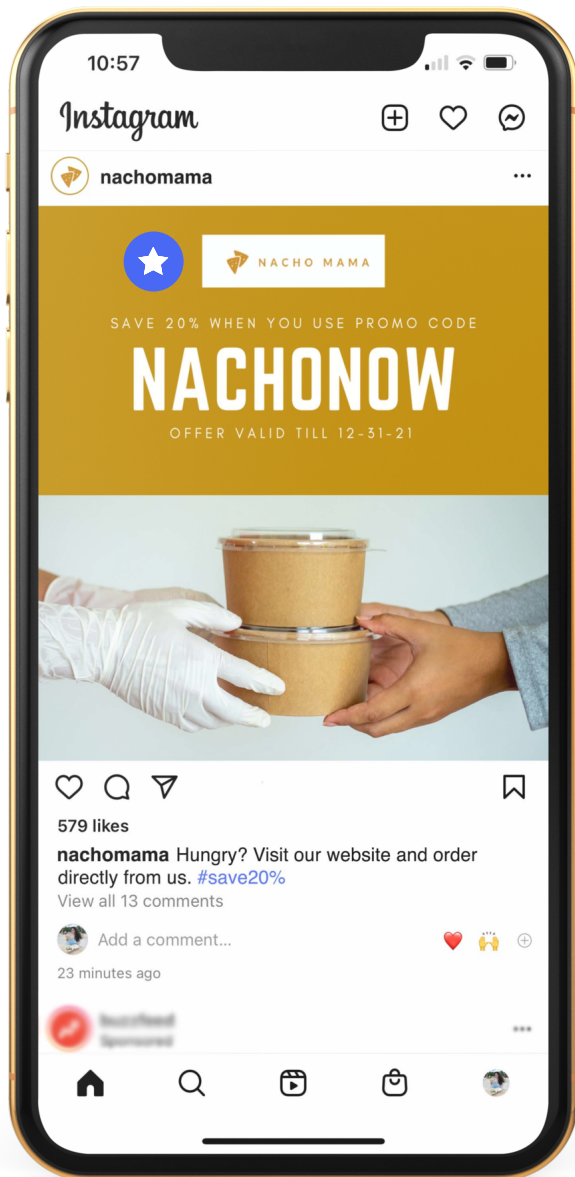
##### Use your bio to highlight your Storefront link

1. Tap More options > Business tools > Quick replies
2. Tap Add(+)
3. Set a text message or attach a media file for the quick reply
4. Set the keyboard shortcut for the quick reply
5. Set the keyword\* to quickly locate it
6. Tap Save.

## Appendix

### Using a Storefront Marketing Template for Promotions

#### CANVA



1. Create an account on [Canva](#) for free, and edit the templates provided by us
2. You can use these templates to promote your codes on Instagram and Facebook
3. Customize the templates by uploading photos of your food, brand logo, and inserting the restaurant name and promo code
4. Ensure that your images are the following spec sizes (Recommended image size: Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait))



This [Storefront marketing social template](#) is available on canva.

# Storefront

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Thank You

